Private and Confidential

TECHDIVERSITY

Webinar Series & Awards Program 2020 – 2021

Recognising & Celebrating Inclusion

VIRTUAL WEBINAR SERIES OVERVIEW

"Luli's passion for inclusivity in business comes from real life experiences"

Deirdre Diamante
Co-Founder
TechDiversity

A MESSAGE FROM #TECHDIVERSITY NEW MANAGEMENT

It is my pleasure to take over the management and day to day running of the TechDiversity foundation. The foundation is in safe hands. I have over 30 years+ experience curating content for events within the technology, government and health sector. Prior to running my own successful events agency I worked for Gartner heading up their Asia/Pacific conference business.

The foundation is still run on a volunteer basis and there is so much more the foundation can contribute to diversity.

It is my aim to ensure that TechDiversity continues to evolve and continue to build **awareness, education and action** among Australian organisations.

The impact of TechDiversity over the past six years has been phenomenal, it has inspired businesses to:

- Build diversity strategies
- Employ people on the autism spectrum and to strengthen LGBTI programs
- Constantly focus on attracting and retaining female employees
- Celebrate, recognise and raise the profile of organisations who have diversity initiatives at their core.

However, there is so much more to do, I invite you to support a movement that is championing organisations and employees to learn more and do more through our planned educational webinar series and Awards showcase.

Kindest,

Luli Adeyemo
TechDiversity Director

VIRTUAL WEBINAR SERIES OVERVIEW

WEBINAR TOPICS

Why should diversity be top of your strategy?

Making business sense out of corporate diversity

AI in HR Technology – using AI to remove unconscious bias

How to Maintain & Nurture Diversity

ABOUT #TECHDIVERSITY

The #TechDiversity Foundation is committed to amplifying diversity awareness and action to achieve a culture of inclusion, through education, research, conversation, collaboration and action among a committed #TechDiversity community.

With a focus on strengthening frameworks to increase the participation of all minority groups in the digital technology industry, our vision is for inclusion to be built into all facets of the digital industry sector – specifically education, business, government, and media and advertising culture. Our flagship #TechDiversity Awards showcase what can be achieved across the sectors in building diversity and inclusion.

EDUCATIONAL WEBINAR SERIES

Unfortunately, the COVID-19 pandemic has meant that we have had to postpone the 2020 #TechDiversity Awards until 2021. However, to support and promote our flagship event, we will be running a series of educational & thought-provoking webinars throughout the year, providing our community and supporting organisations with access to relevant information and resources throughout the year. This will provide participants the opportunity to engage with key leaders, speakers and each other.

BE INSPIRED

- How to have a greater impact on building an inclusive culture in your organisation
- Identify tangible practices and actions to improve your organisation's level of D&I
- Enhance your personal effectiveness as an internal influencer

FOUNDATION PARTNERS

acs

aiia australian information industry association

<VICICT4-WOMEN/>

VIRTUAL WEBINAR SERIES OVERVIEW

YOUR SUPPORT COUNTS

Sponsorship revenue goes towards:

1 Building an educational platform to educate and inform organisations on the business benefits of diversity.

2 Awareness campaigns creating relevant and educational marketing material.

3 Supporting research initiatives to measure and gauge the impact of diversity on organisations.

4 Recognition of true #TechDiversity Champions.

WEBINAR AUDIENCE PROFILE BY ORGANISATION

- Advertising
- Consultancy
- Education
- FinTech
- Global Tech Organisation
- Government
- Not for Profit
- Recruitment

Our July Webinar had a 95% audience retention rate

WEBINAR SPEAKERS

TechDiversity webinar series attracts high profile thought leaders who are well known in terms of their ability to influence change and champion diversity. They come from a variety of sectors but all have one common goal to propel diversity and inclusion within organisations across Australia.

Speakers are represented from:

- Government
- Technology
- Research
- Education

WEBINAR SERIES & AWARDS SCHEDULE 2020-21

Webinar#1 **July 29th 2020**	Why should diversity be top of your recovery strategy? **Launch of Hall of Fame Awards**	Robbie Robertson | Deloitte Madeline Grummet | girledworld Mac Ghani | Avanade Australia
Webinar #2 September 2nd 2020	Making business sense out of corporate diversity. **Hall of Fame Nominees announced** Aligns with the digital innovation futures Festival.	Government Speakers. Expressions of Interest welcomed.
Webinar #3 November 2020	AI in HR technology – using AI to remove unconscious bias. **Hall of Fame Inductees Announced** Registrations of Interest for #TechDiversity Awards Open.	Expressions of Interest welcomed.
Launch of 2021 TechDiversity Awards December 1st 2020		
Webinar #4 March 2021	How to maintain & nurture diversity	Expressions of Interest welcomed.
2021 TechDiversity Awards March / April 2021		

ALIGNMENT OPPORTUNITIES
BENEFITS & HIGHLIGHTS

PREVIOUS SPONSORS & PARTNERS

CLICKS IT RECRUITMENT

REA Group

VICTORIA State Government

avanade

cenitex

FOUR PL SUPPLY CHAIN SPECIALISTS

RMIT UNIVERSITY

Newfound

THE MANDARIN

#TechDiversity are seeking sponsors who believe in the benefits of diversity and inclusion.

BE PART OF A COMMUNITY

As a sponsor, you will be publicly demonstrating your commitment to the Australian tech community, as a champion of diversity. #TechDiversity recognises that no single person or organisation can improve the diversity and inclusion of the tech sector alone.

THOUGHT LEADERSHIP & AUDIENCE ENGAGEMENT

With your brand pre-eminent in the #TechDiversity social media presence, PR and communications, #TechDiversity partnership both enhances your reputation and helps you improve your own inclusion performance. Additionally, you can have direct involvement to the development of the content for the webinar series and can assist with the recruitment of speakers, guiding the conversation to maximise audience engagement.

BRAND AWARENESS & TALENT ATTRACTION

Align your brand with the pre-eminent industry change program for diversity and inclusion. #TechDiversity sponsorship is an opportunity to demonstrate your brand integrity with your clients, as well as consolidate your diversity reputation internally to improve staff attraction and retention programs. By exposing your brand to potential clients and top talent to #TechDiversity you show that you are serious about diversity as part of your bottom line.

HALL OF FAME AWARDS 2020

Due to the impact of Covid-19, we made the hard decision to postpone the 2020 #TechDiversity Awards. However, we still wanted to recognise the commitment of #TechDiversity Champions within our community, therefore we will launching The Hall of Fame Awards at our first webinar taking place on July 29, it will celebrate outstanding expressions of leadership, behaviour, commitment and courage – key touchstones that embrace inclusion and drive diversity.

ALIGNMENT INVESTMENT – 12 MONTHS*
JULY 2020 – JUNE 2021

	Platinum	Gold	Silver
Logo placement on all marketing collateral e.g. EDMs, surveys etc	✓	✓	✓
Logo placed on Website along with 100 word description and linked to a URL	✓	✓	✓
Social media promotion and thank you, one each quarter (max of 4 per year)	✓	✓	✓
Social media tile created for your usage to promote and celebrate your alignment	✓	✓	✓
Opportunity to have input into webinar topics and join briefing call with speakers prior to each webinar	✓	✓	✗
Opportunity to recommend speaker for panel at one of the webinars of your choice	✓	✗	✗
Opportunity to distribute Thought Leadership paper post webinar	✓	✓	✗
Acknowledgement of alignment at each webinar	✓	✓	✓
Access to attendee lists	✓	✗	✗
Logo placement on slides at each educational webinar	✓	✓	✓
Logo on Hall of Fame Winner announcement imagery	✓	✗	✗
Support for year (July 2020 – June 2021)	$12,000	$9,000 for	$5,000

Sponsorship Conditions

*Excludes sponsorship of TechDiversity Awards 2021.
Separate sponsorship opportunities to align with the awards are detailed on pages 8 to 10.
All prices are quoted in Australian Dollars and exclusive of GST
Event dates are subject to change and sponsors will be advised in advance of alterations.
TechDiversity at its sole discretion, may choose to upgrade some components of a sponsor's package.

2021 #TECHDIVERSITY AWARDS OVERVIEW

The #TechDiversity Awards raise the profile of those who are building inclusion:

1

To share their stories of courage and commitment

2

To amplify their achievement

3

To inspire others to act

THE #TECHDIVERSITY AWARDS

The #TechDiversity Awards program was created in 2015 in Melbourne to inspire tech-based organisations to implement diversity initiatives based on the examples set by others. The goal is for #TechDiversity leaders to inspire and educate – to build momentum for the future.

#TechDiversity targets increased participation of women and minority groups, in particular the elderly, people with a disability, LGBTI and Indigenous Australians, in the digital sector through conversation, collaboration and action.

The 2021 #TechDiversity season begins in July 2020 with the first in a series of webinars rounded off by the Awards Presentation and Gala dinner in March / April 2021.

Award winners demonstrate the #TechDiversity values of outstanding expressions of behaviour, initiatives, commitment and courage — key touchstones to embrace inclusion and drive diversity.

PREVIOUS TECHDIVERSITY AWARDS PARTICIPANTS

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2021 TECHDIVERSITY AWARDS ALIGNMENT OPPORTUNITIES BENEFITS & HIGHLIGHTS

#TechDiversity would never be where it is today without the generous support of our sponsors. It is not just the financial help that is appreciated, but that the sponsorship says 'we believe in what you are doing'.

Deirdre, Soozey, Claire and Tracey
#TechDiversity
Co-Founders

SHOWCASE YOUR COMMITMENT AS A DIVERSITY CHAMPION

As an awards sponsor, you will publicly demonstrate your commitment to the Australian tech community as a champion of diversity. With your brand pre-eminent in the #TechDiversity social media presence, PR and communications as well as access to learning opportunities from thought leaders, #TechDiversity sponsorship both enhances your reputation and helps you improve your own inclusion performance.

DEMONSTRATE YOUR BRAND INTEGRITY DIRECTLY TO CLIENTS AND TOP TALENT

Align your brand with the pre-eminent industry awards program for diversity and inclusion. #TechDiversity sponsorship is an opportunity to demonstrate your brand integrity with your clients, as well as consolidate your diversity reputation internally to improve staff attraction and retention programs. By exposing your brand to potential clients and top talent at the awards and gala dinner promotions and associated events, you show that you are serious about diversity as part of your bottom line.

COLLABORATE TO HIGHLIGHT COLLECTIVE INDUSTRY IMPROVEMENTS

#TechDiversity recognises that no single person or organisation can improve the diversity and inclusion of the tech sector. Together, we can make change. By aligning each part of the value chain with diversity and inclusion, we believe that we can send a powerful message to all parts of the tech sector that diversity is something that bring ever more positive growth and dynamism, propelling the industry to the forefront of change.

ALIGNMENT INVESTMENT
2021 TECHDIVERSITY AWARDS

Benefit	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Table Sponsor
Pre-event					
Named event sponsor "XX #TechDiversity Awards"	✓				
Participation on the #TechDiversity Board	✓				
Host of exclusive #TechDiversity thought leadership event(s)	✓				
Sponsorship of award category of choice	✓	✓			
Invitation to judge the #TechDiversity Awards	✓	✓			
Corporate logo / weblinks on awards website	✓	✓	✓	✓	
Social media promotion as #TechDiversity sponsor	✓	✓	✓	✓	
Use of #TechDiversity brand	✓	✓	✓	✓	
Awards Presentation and Gala Dinner					
Tickets to the #TechDiversity Gala Dinner	20	10	6	4	10
Priority seating at head table with keynote speakers	4	2	1		
Announcement of sponsored award category	✓	✓			
On stage opportunity with keynote speaker -3 mins	✓				
Corporate banners at event	2	2	1	1	1
Brochures at registration desk / tables	✓	✓	✓		
Distribution of Thought Leadership material	✓	✓			
Invitation to pre-event Merit Awards ceremony	✓	✓	✓	✓	
Promotion in Awards Nominations booklet	✓	✓	✓	✓	✓
On-screen in-room advertisement	✓	✓	✓	✓	✓
Recognition by MC in welcome	✓	✓	✓	✓	✓
Inclusion on sponsors slide	✓	✓	✓	✓	✓
Sponsorship package cost (ex GST)	$20,000	$10,000	$6,000	$3,500	$1,800

Conditions

All prices are quoted in Australian Dollars and exclusive of GST
Awards and event dates are subject to change and sponsors will be advised in advanceof alterations

CONTACT US

To find out more, please contact

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